



Tobacco Company

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SENT VIA E-MAIL

July 22, 1998

TO: Boston R.O.U. #1110  
New York Metro R.O.U. #1210  
Philadelphia R.O.U. #1310  
Buffalo R.O.U. #1610  
Richmond R.O.U. #2910

*For Dissemination to Appropriate Sales and Retail Reps with BJ'S Wholesale Clubs  
CID # 2515 00 00*

**Subject: BJ's Wholesale Clubs / RJR Buydown Promotion**

Ladies and Gentlemen:

Effective August 3 through August 30, 1998, the below listed RJR promotions will be in place in all BJ's Wholesale Clubs.

Promotion - Buydowns  
Brands - All Winston Brands and all Doral Brands  
Rate: - \$2.50 per Carton

This promotional offer is only valid for BJ's Inner Circle Members (Consumers). Business Members who purchase cigarettes for resale are ineligible to participate in this promotion.

All reimbursement for this promotion will be handled at Chain headquarters.

Your assistance is requested in contacting all BJ's locations as close to the implementation date as possible to work with store personnel in communicating this promotional offer to the consumer.

As information, a BJ's promotional memo has been sent to all locations explaining this program.

Thanks for your assistance with this Chain.

Sincerely,

**Mike**

M. A. Belniak

MAB/nsk

Sales	Retail
1221 11	1222 22,25
1222	1223 26,30
1223 7	1224 23,27
1224	1225
1225	1226
1226	1227
1228	1229
1229	1230
1240	1241
1244	1245

FC SC  
MC PA  
RSM RBM

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